

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Harry Morris et al.	Art Unit	: 2151
Serial No.	: 09/690,007	Examiner	: Backhean Tiv
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Title	: DISPLAYING ADVERTISEMENTS IN A COMPUTER NETWORK ENVIRONMENT		

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ACTION OF JUNE 4, 2008

This paper includes the following:

**Listing of Claims** begins at page 2 of this paper.

**Arguments/Remarks** begin at page 10 of this paper.